harambee®
YOUTH EMPLOYMENT ACCELERATOR

TIPS TO MAKE YOUR EMAIL STAND OUT

- ➤ Ensure that your email address looks professional, example: *mukantwali@gmail.com* not *superman135@gmail.com*
- ➤ Avoid grammatical mistakes. Use an application like grammarly, a web based writing assistant, to check for spelling, punctuation and other errors.
- ➤ Avoid slangs like: gonna for going to, lil' for little, etc.
- ➤ Identify the person you are writing to. Is it a friend, employer, or clients? And note what their titles are.
- ➤ Address to the person appropriately.
- ➤ Think about the main message you want to communicate, and make a short subject line that highlights it.
- ➤ Verify if the recipient's email address is well written before you send it.
- ➤ Proofread your email or ask friends to review it before sending it.

Seven steps of a professional email

STEP 1

To: Email address of the recipient

Cc: Is the short form for carbon copy.
This is where you put the email of a person who wants to be copied on the email other than the main recipient of the email. Note that the main recipient will be able to see that the other person has been copied.

Bcc: Is the short form for Blind carbon copy.
This is where you put the email addresses of everyone you want to receive the email without the main recipient or others copied seeing that these others have been copied.

Subject: The key message of why you are writing the email, eg: applying for the administration assistant position, meeting minutes, updates on weekly priorities, etc.

STEP 2

GREETINGS

In this section, you greet the person the email is addressed to

Start with Dear Sir/Madam if you don't know the person
EX: Dear Sir/Madam,
....

Start with Dear, Mr, Mrs (surname) if you don't know their title but know their names
Ex: Dear Mr Kalisa

Start with Dear, title (ex: Professor, Doctor, Director), surname if you know both their names and titles
EX: Dear Dr Kalisa
....

When writing to friends or co-workers Start with Hello, Hi, Hey (First name),
Ex: Hello Louise,

Hello is more formal but Hi, Hey is mostly informal

STEP 3

INTRODUCTION

Introduce yourself and the reason for the email in one sentence or two maximum before you go to the details of the matter

E.g: My name is Aimable Ntwali from XXX. I am writing to apply for the administration assistant position advertised for your company.

STEP 4

MENTIONING LINKS & ATTACHMENTS

Please find more information on the following link …

Please refer to the attached documents to find more about experiences and skills which I possess

STEP 5

CONCLUSION

Conclude your email in one line with specifics. If there is any action you expect on their end, please specify it in the conclusion.

Ex: Kindly share the date and venue for the interviews…

STEP 6

EXPRESS GRATITUDE

**Ex: Thank you for your time.
Thank you very much for your help.**

STEP 7

CLOSING

Remember to always close your email and add your names at the end.

Ex: **Sincerely, Louise** | **Regards, Louise** | **Kind, Louise**